Enabling the General Purpose Wireless LAN Market

Jeff Abramowitz

3Com Corporation

Introduction

- Wireless LAN success to date has been primarily in vertical market applications

- 802.11 2.4 GHz High Speed could be the enabling technology for the general purpose market

- Customer perspective must be considered in choosing the HS approach

Background

- Several market research projects conducted with decision makers in corporations

- Mobile LAN access for workers with portable computers in office environment identified as key application

- Key market research results and customer preferences presented here

Customer Perspective -
3 Key Barriers to Broader Adoption

- Cost

  - Versus price threshold

  - Referenced to wired LAN implementation

- Data Rate

  - Versus Ethernet threshold

  - Speed is more of concern than throughput

- Reliable Packet Delivery

  - Will my users complain?

  - What happens with interference?

Additional Perspectives - Choosing 2.4 GHz HS Technology

- Backward compatibility is important
  - Migration message resonates with network decision makers
- "Wire alternative" customers with significant capacity requirements will migrate to 5 GHz products

Conclusions for 2.4 GHz HS

- Include backward compatibility as an option
- Technology selection must prioritize key parameters
  - Cost of Implementation
  - Data Rate
  - Packet Reliability